



# Quick Notes

from the Idaho Office of Highway Safety

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Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129  
P: (208) 334-8100 F: (208) 334-4430 -- [www.itd.idaho.gov/ohs](http://www.itd.idaho.gov/ohs)

## **General Message from the Highway Safety Manager**

Hi Highway Safety Partners,

It has been two whirlwind weeks for me. I just got back from Kansas City at the Annual Meeting of the Governor's Highway Safety Association. Our workshop on culture change was most excellent thanks to my talented presenters. I also bragged about Idaho's fatality reduction. So far, we have suffered 155 traffic deaths this year. This is significantly less than our previous 3-year average of 183 through the month of September. We thank you for your focus on driving down traffic deaths. One of the presenters at the conference said that focus is essential to achieving success. Let's keep working toward that goal of zero traffic deaths on Idaho's roads.

Here's the website that features many of the presentations. More will be added. I see the culture change workshop isn't up yet. <http://www.naghsr.org/html/meetings/annual/2010/presentations.html>

I also want to share our Power Point presentation from the Rhode Island Mission: Safety 2010 Conference. Brent and I were very pleased to share some of our work to reduce traffic deaths and serious injuries. It is directly on the email.

One of my big take-aways from the annual meeting was a presentation by Peter Kissinger, from AAA Foundation. Here are a few of his thoughts from my notes:

- One death is unacceptable and one death every 15 minutes in the US is an outrage.
- We have a culture of indifference and complacency. We need a social climate in which traffic safety is highly valued. To get there, his recommendations are:
  1. Toward Zero Death vision
  2. Share the reality that traffic safety is a top public health issue
  3. Take a holistic approach to reducing traffic deaths
  4. Increase accountability
  5. Evaluate progress to make best use of resources
  6. Support research
  7. Refine public awareness tools to maximize effectiveness
  8. Target the youth
  9. Continue emphasis on engineering, education, enforcement, and EMS
  10. Always be a safety ambassador

I sure support these concepts!

In closing, be a safety ambassador!

Mary

## **New Reports**

Below are some new national reports that were just released.

NCSA Research Note ***“Seat Belt Use in 2010 – Overall Results”*** (DOT-HS-811-378). Seat belt use in 2010 reached 85 percent, a gain from 84 percent in 2009. This result is from the National Occupant Protection Use Survey (NOPUS) which is the only survey that provides nationwide probability-based observed data on seat belt use in the United States. Link: <http://www-nrd.nhtsa.dot.gov/Pubs/811378.pdf>

NCSA Research Note ***“Lives Saved in 2009 by Restraint Use and Minimum-Drinking-Age Laws”*** (DOT-HS-811-383). In 2009, the use of seat belts in passenger vehicles saved an estimated 12,713 lives. Seat belts have saved over 72,000 lives during the 5-year period from 2005 through 2009. Link: <http://www-nrd.nhtsa.dot.gov/Pubs/811383.pdf>

NCSA Research Note ***“Early Estimate of Motor Vehicle Traffic Fatalities for the First Half (January-June) of 2010”*** (DOT-HS-811-403). This Research Note provides a statistical projection of traffic fatalities for the first half of the 2010. In 2010, the projection shows that an estimated 14,996 people died in motor vehicle traffic crashes, a decline of about 9.2 percent as compared to the 16,509 fatalities that occurred in the first half of 2009. Link: <http://www-nrd.nhtsa.dot.gov/Pubs/811403.pdf>

## **Idaho Officer receives award from MADD- 30th Anniversary Celebration**

MADD’s (Mothers Against Drunk Driving) Micky Sadoff Underage Drinking Award



An officer and alcohol abuse prevention coordinator, Jermaine Galloway, Boise Police Department and this year’s Micky Sadoff Underage Drinking award winner works tirelessly to prevent underage drinking in Idaho. Like MADD, he believes enforcement and education are keys to preventing underage drinking. He coordinates and participates in party patrols, compliance checks, shoulder taps, town hall meetings and other underage drinking prevention techniques. In 2009, he trained over 7,000 people and was involved in citing 450 minors for underage drinking violations. Thanks to these efforts, the city of Boise has seen a reduction in underage drinking and alcohol-related injuries. These achievements translate to young lives saved thanks to his diligence and hard work.

***Left: MADD National President Laura Dean-Mooney presents Jermaine Galloway, Boise, PD with the Micky Sadoff Underage Drinking award during the 2010 MADD 30<sup>th</sup> Anniversary Conference in Washington, DC.***

## **OSHA launching initiative to discourage texting while driving on the job**

**Secretary of Labor Hilda L. Solis announces partnership with US Department of Transportation to combat distracted driving by workers, Sep 21, 2010**

**WASHINGTON** - Because motor vehicle crashes are a leading cause of worker fatalities, Secretary of Labor Hilda L. Solis today announced a partnership between the U.S. Department of Labor’s Occupational Safety and Health Administration and the U.S. Department of Transportation to combat distracted driving.

"It is imperative that employers eliminate financial and other incentives that encourage workers to text while driving," said Secretary Solis. "It is well recognized that texting while driving dramatically increases the risk of a motor vehicle injury or fatality."

Prohibiting texting while driving is the subject of an executive order signed by President Barack Obama last year for federal employees and the subject of rulemaking by the Department of Transportation.

OSHA is launching a multi-pronged initiative that includes:

- An education campaign for employers, to be launched during "Drive Safely Work Week" in early October, will call on employers to prevent occupationally related distracted driving, with a special focus on prohibiting texting while driving.
- An open letter to employers to be posted on OSHA's website, <http://www.osha.gov> during "Drive Safely Work Week." The website also will showcase model employer policies and encourage employer and labor associations to communicate OSHA's message.
- Alliances with the National Safety Council and other key organizations as outreach to employers, especially small employers, aimed at combating distracted driving and prohibit texting while driving.
- Special emphasis on reaching younger workers by coordinating with other Labor Department agencies as well as alliance partners and stakeholders.
- Investigate and issue citations and penalties where necessary to end the practice when OSHA receives a credible complaint that an employer requires texting while driving.

"We call upon all employers to prohibit any work policy or practice that requires or encourages workers to text while driving," said Assistant Secretary of Labor for OSHA Dr. David Michaels. "The Occupational Safety and Health Act is clear; employers must provide a workplace free of recognized hazards."

Under the Occupational Safety and Health Act of 1970, employers are responsible for providing safe and healthful workplaces for their employees. OSHA's role is to assure these conditions for America's working men and women by setting and enforcing standards, and providing training, education and assistance. For more information, visit <http://www.osha.gov>.

## **School Zone Campaign**

The School Zone Campaign will begin October 16, extend through October 24. 44 agencies are participating:

- District 1:** Bonners Ferry Police, Coeur d'Alene Police, Post Falls Police, Priest River Police, Rathdrum Police, Spirit Lake Police, Sandpoint Police, Bonner County Sheriff's Office, Kootenai County Sheriff's Office, and Shoshone County Sheriff's Office;
- District 2:** Lewiston Police, Moscow Police, Orofino Police and Nez Perce County Sheriff's Office;
- District 3:** Boise Police, Homedale Police, Meridian Police, Nampa Police, Boise County Sheriff's Office, Canyon County Sheriff's Office, Owyhee County Sheriff's Office and Washington County Sheriff's Office;
- District 4:** Jerome Police, Hailey Police, Rupert Police, Wendell Police, Jerome County Sheriff's Office, Lincoln County Sheriff's Office, Minidoka County Sheriff's Office and Twin Falls County Sheriff's Office;
- District 5:** Pocatello Police, Bannock County Sheriff's Office, Bingham County Sheriff's Office and Caribou County Sheriff's Office; and

**District 6:** Idaho Falls Police, Iona Police, Rexburg Police, Bonneville County Sheriff's Office, Custer County Sheriff's Office, Fremont County Sheriff's Office, Jefferson County Sheriff's Office, Lemhi County Sheriff's Office, Madison County Sheriff's Office and Teton County Sheriff's Office.

The Office of Highway Safety encourages all agencies to take the opportunity and enforce Idaho laws in school zones during this period. If you participate during this time, complete a "Performance Report"\* of your activities.

The campaign is held in conjunction with the National Teen Driver Safety Week focused on youthful aggressive driving behaviors, increasing teen seat belt usage and awareness of risks with inexperienced drivers and passengers.

Other suggestions for providing adults and young adults an opportunity to make good choices while driving or riding as a passenger are:

- Enforcement during after-school practices, games or events
- Schedule an *Alive at 25* class\*
- Conduct a seat belt or cell phone survey with your local school youth leaders\*
- Present the survey results with student observers at their school, and Issue a press release or survey results
- Organize and coordinate a vehicle safety check at your local high school for teenage drivers\*
- Conduct a poll following the guidelines on the [www.teendriverssource.org](http://www.teendriverssource.org) website for "Friends Driving Friends"
- Distribute "Driving? Phone Off" window clings which may be ordered at:  
<http://apps.itd.idaho.gov/apps/EducationalMaterialOrderForm/>

\*Contact Margaret Goertz at (208) 334-8104 [Margaret.goertz@itd.idaho.gov](mailto:Margaret.goertz@itd.idaho.gov) for more information